16. (*New*) The system of claim 16, wherein the electronic tags are part of product codes that identify the respective article and structure.

Remarks

Favorable reconsideration of this application is requested in view of the following remarks. For the reasons set forth below, Applicant respectfully submits that the claimed invention is allowable over the cited references.

The Office Action dated June 21, 2001, indicated that claims 1-12 stand rejected under Section 102(e) as being anticipated by Kagami et al. (U.S. Patent No. 5,974,400).

The change to the specification is directed to correcting a typographical error.
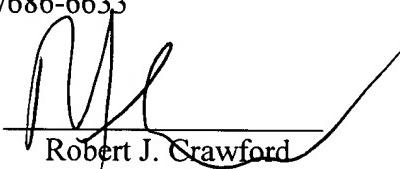
The changes to the claims are for the purpose of further clarifying that the article and structure are being color matched by the claimed system/method and not merely displayed for a user to guess whether the colors of the item and structure might match. Also the change to claim 3 corrects the dependence of the claim.

Applicant respectfully traverses the rejection of claims 1-12. The rejection is improper because the asserted reference fails to correspond to the claimed invention. The '400 reference is directed to "a CATV shopping system" which does not involve any kind of color matching process for different products. The shopping system discussed in the '400 reference is a form of virtual shopping wherein the customer selects the elements of the item to be purchased such as size or color. In contrast, the claimed invention is directed to "a method for on-line viewing of articles that are color matched using a color-identification standard." (Page 2, lines 15-16) The '400 reference attempts to facilitate the purchase of a selected item whereas the claimed invention, for example, aids in the comparison of colors of multiple items. The claimed invention is not anticipated by the '400 reference because the asserted reference fails to correspond to the claimed invention. Therefore, no *prima facie* case has been presented and the rejection should be withdrawn.

In view of the remarks above, Applicant believes that each of the rejections has been overcome and the application is in condition for allowance. Should there be any remaining issues that could be readily addressed over the telephone, the Examiner is encouraged to contact the undersigned at (651) 686-6633.

Respectfully submitted,

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Dated: September 21, 2001

By: _____
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Below please find the changes made to the specification at page 3, lines 1-7.

An optional feature allows each user a certain amount of storage capacity, referred to as a "closet," where the user can store different items from multiple stores as they move from store to store, each time bringing back different items to mix and match, coordinate and so on. This storage space allows the consumer to put items "on hold" for a limited period of time without purchasing them. Color codes are included with each article stored in the [closed] closet. This feature allows consumers to return at a later date and purchase these items with a full appreciation of their color coordination.

Below please find the changes made to claims 1-3 and 7-11.

1. (*Amended*) A system for on-line viewing of an article on another structure, comprising:

    on-line viewer site; and

    a computer-driven web-linking engine configured and arranged to create an item from image-data corresponding to a colored article selected by an on-line viewer from the on-line viewer site for display with an image of a colored structure selected by the on-line viewer, the computer-driven web-linking engine adapted to compare color codes identifying respective colors of the colored article and colored item and, in response, to indicate whether the colored article and the colored structure satisfy a color-matching criterion.

2. (*Amended*) The system of claim 1, wherein the computer-driven web-linking engine [is further configured and arranged to create the item] compares by using a data set that includes a frequency-based color identification code provided for the color of the article and a frequency-based color identification code provided for the color of the structure.

3. (*Amended*) The system of claim [3]2, wherein the data set further includes an article size code.

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7. (*Amended*) A method for on-line viewing of an article on another structure, comprising:

       viewing images at a video display site; and

       creating an item from image-data corresponding to a colored article selected by an on-line viewer from the on-line viewer site <u>for display</u> with an image of a colored structure selected by the on-line viewer, <u>comparing color codes identifying respective colors of the colored article and colored item,</u> and <u>in response,</u> indicating whether the colored article and the colored structure satisfy a color-matching criterion.

8. (*Amended*) A method for on-line viewing of an article on another structure, comprising:

       creating an item from image-data corresponding to a colored article selected by an on-line viewer from an on-line viewer site <u>for display</u> with an image of a colored structure selected by an on-line viewer, <u>comparing color codes identifying respective colors of the colored article and colored item,</u> and <u>in response,</u> indicating whether the colored article and the colored structure satisfy a color-matching criterion.

9. (*Amended*) The method of claim 8, further including creating the item using a data set that includes a <u>frequency-based</u> color identification code provided for the color of the article and a <u>frequency-based</u> color identification code provided for the color of the structure.

10. (*Amended*) The method of claim [8]<u>9</u>, wherein the data set further includes an article size code.

11. (*Amended*) The method of claim [8]<u>9</u>, wherein the data set further includes an article style code.